Results based on 96 survey(s).

Note: Survey responses are based upon the number of individuals that responded to the specific question.

1   What is your primary job assignment this year?

Response	# of Responses	% of Responses	National %
Superintendent (District Executive, CEO)	22	23%	15%
Assistant/Deputy Superintendent	14	15%	6%
CTO/CIO/Technology Director	10	10%	9%
Curriculum & Instruction Director	16	17%	16%
ELL/ESL Director	1	1%	1%
Human Resources Director	2	2%	2%
Public Information/Communications Director	1	1%	1%
Student Services and Support Director	1	1%	4%
Special Education Director	9	9%	4%
Title I Director/Coordinator	2	2%	3%
Other	18	19%	37%

2   As a district leader you are faced with many challenges. Which of the following qualify as your top challenges - the ones most likely to "wake you up" in the middle of the night? (Check all that apply)

Response	# of Responses	% of Responses	National %
Adequate funding	68	72%	56%
Adequate school facilities	17	18%	19%
Educational equity	16	17%	29%
School safety	26	27%	26%
Closing the achievement gap	37	39%	48%
Serving diverse student populations	28	29%	37%
High school graduation rates	13	14%	14%
Incorporation of college and career ready skill development into curriculum	36	38%	27%
District public image in the community	24	25%	21%
Communications with parents	23	24%	24%
Adequate technology	44	46%	34%
Use of technology within instruction	47	49%	41%
Achievement measured by standardized test scores	32	34%	28%
Using data to assess student achievement	32	34%	34%
Using student data to evaluate teacher performance	21	22%	18%
Adherence to curriculum standards (e.g. state, national, provincial)	13	14%	18%
Implementation of state standards (e.g. Common Core State Standards)	31	33%	25%
Preparing for online assessments	23	24%	18%
Special education issues and legal compliance	29	31%	26%
Legislative mandates	35	37%	27%
Recruitment and retention of highly qualified teachers	22	23%	27%
Staff morale/motivation	28	29%	43%
Students' behavior/attendance issues	19	20%	22%
Students' health including substance abuse, teen pregnancy, family issues	10	11%	11%
Other	7	7%	8%

3 **There is an increased demand to improve student outcomes especially in terms of increasing college matriculation and career readiness. Which of the following do you believe has the greatest potential to enhance student achievement in your district? (Check all that apply)**

Response	# of Responses	% of Responses	National %
Aligning local curriculum to new state standards (e.g. Common Core)	41	43%	32%
Creating academies focused on career technical education and exploration	28	29%	30%
Developing an "individualized education plan" for every student	37	39%	34%
Developing enhanced leadership skills for our administrators	31	33%	40%
Engaging parents as co-teachers	31	33%	32%
Enhancing teacher effectiveness through professional development or professional learning communities	60	63%	64%
Implementing competency or mastery based learning assessments	24	25%	23%
Improving pre-service teacher preparation programs	14	15%	27%
Increasing career exploration opportunities for students in science, technology, engineering, and math	33	35%	35%
Increasing student access in Advanced Placement courses in high school	21	22%	21%
Increasing the length of the school day or year	16	17%	15%
Integrating college and career ready skills into the curriculum	45	47%	47%
Leveraging technology more effectively (e.g. through online learning, digital textbooks, and/or mobile devices)	54	57%	51%
Utilizing assessments for measuring college and career ready skills competencies	16	17%	19%
Utilizing longitudinal data systems to better track student learning performance and college/career readiness.	28	29%	30%
Other	2	2%	7%

4 **How important is the effective implementation of instructional technology to your district's (or school's) core mission?**

Response	# of Responses	% of Responses	National %
Not Important	0	0%	1%
Somewhat Important	3	3%	8%
Important	30	32%	30%
Extremely Important	62	65%	61%
No Opinion	0	0%	0%

5 **What types of electronic devices do you have access to for your own use? (Check all that apply)**

Response	# of Responses	% of Responses	National %
A phone with no Internet	9	9%	15%
A Smartphone with Internet (e.g. iPhone, Samsung Galaxy)	81	85%	85%
Laptop	86	91%	90%
2-in-1 laptop (a laptop that can turn into a tablet)	6	6%	10%
A web-based laptop (e.g. Chromebook)	27	28%	18%
Tablet (e.g. iPad)	82	86%	76%
Digital reader (e.g. Kindle, Nook)	27	28%	26%

6 **How would you rate your technology skills?**

Response	# of Responses	% of Responses	National %
Advanced - My skills are more advanced than most adults I know	46	48%	49%
Average - My skills are similar to those of the adults I know	48	51%	50%
Beginner - I'm just learning to use technology tools	1	1%	1%

7   How do you use technology to assist you with professional tasks? (Check all that apply)

Response	# of Responses	% of Responses	National %
Share information with other administrators and staff via district portal	83	86%	81%
Read articles and books using a digital reader or tablet	79	82%	71%
Use mobile apps for professional tasks	72	75%	65%
Use Internet-based services (e.g. Google drive, Dropbox)	83	86%	89%
Create presentations	80	83%	89%
Use tablets and video capabilities during classroom observations	39	41%	40%
Use text messaging as a way of communicating with colleagues	84	87%	85%
Use text messaging as a way of communicating with parents	42	44%	27%
Use email to communicate with my staff, parents, and students	90	94%	93%
Participate in webinars or video conferences	92	96%	87%
Use Twitter as an informal professional development	43	45%	33%
Update my profile on a social networking site (e.g. LinkedIn or Facebook)	46	48%	46%
Learn how to do something from an online video	74	77%	74%
Create and post videos about school information	34	35%	33%

8   Which of these currently popular approaches to digital learning have you implemented at your school with positive results? (It's okay if you are not familiar with all of these trends!) (Check all that apply)

Response	# of Responses	% of Responses	National %
Augmented reality or other simulated environments	4	4%	9%
Blended learning	46	51%	45%
Digital content (e.g. videos, simulations, and animations)	59	65%	61%
Digital media tools for student content creation	48	53%	47%
Digital or online textbooks	54	59%	51%
Educational games	58	64%	57%
Flipped learning	41	45%	39%
Incorporating student owned devices into instruction	32	35%	32%
Intelligent adaptive software	10	11%	14%
Mobile apps	45	49%	44%
One-to-one program (every student has a computing device)	49	54%	36%
Online assessments	72	79%	64%
Online classes for students	54	59%	47%
Online professional development for teachers	56	62%	57%
Online professional learning communities for teachers and administrators	30	33%	33%
Social media use within education	32	35%	33%
Tablets and other mobile devices	63	69%	58%
Teacher created content	57	63%	52%
Using student data to inform instruction	74	81%	71%

9   What metrics are most effective in measuring the impact of technology projects or initiatives in your district? (Check all that apply)

Response	# of Responses	% of Responses	National %
Class grades	22	24%	26%
Changes in attendance	21	23%	26%
Changes in the amount or severity of disciplinary actions	21	23%	21%
Classroom observations of technology integration	55	60%	58%
Course completions	17	19%	23%

Depth of student collaborations	32	35%	37%
Homework completions	12	13%	16%
Parent feedback	35	38%	35%
Student achievement results	50	55%	52%
Student engagement in learning	63	69%	71%
Student feedback	52	57%	54%
Student interest in extending learning	33	36%	41%
Student project quality	41	45%	41%
Student skill development	43	47%	45%
Student time on learning tasks	24	26%	32%
Student use of the project technology	38	42%	42%
Teacher buy-in	55	60%	58%
Teacher feedback	58	64%	53%
Teacher interest in additional professional development	47	52%	44%
Other	0	0%	2%

10 **Some districts are considering adopting a Bring Your Own Technology (BYOT) to School program which would enable students to use their own mobile devices within instruction. What is your current policy on the use of student owned mobile devices (e.g. laptops, smartphones, tablets, digital readers) within class?**

Response	# of Responses	% of Responses	National %
We do not allow students to use their own mobile devices within class	19	20%	23%
Use of student owned devices is at the discretion of the building administrator	21	22%	20%
Use of student owned devices is at the discretion of the classroom teacher	35	37%	32%
We currently provide students with school owned mobile devices for use in class	41	43%	26%
We are currently evaluating a BYOT approach	15	16%	20%
We have adopted a BYOT approach as a district policy	15	16%	21%
Other	1	1%	5%

11 **Regardless of your current policy, what would be some potential advantages of allowing students to use their own mobile devices within instruction? (Check all that apply)**

Response	# of Responses	% of Responses	National %
Ability to extend learning beyond the school day	78	85%	83%
Catalyst for changing teacher practice in the classroom	55	60%	62%
Cost savings to the district	69	75%	69%
Demonstrate responsiveness to student desires	41	45%	51%
Enhance teacher-student connectivity	58	63%	59%
Increased Internet access for the students	42	46%	48%
Increased personal ownership of the learning process by the students	67	73%	66%
Increased student engagement in learning	67	73%	76%
Provides one-to-one computing access without traditional district costs	57	62%	55%
Opportunity to teach students digital citizenship skills	56	61%	56%
Provide opportunities for informal remediation	42	46%	41%
Repurpose part of tech budget for other items	37	40%	32%
Responsibility for safety would be with the parents	28	30%	22%
I don't see any benefits to the use of student owned mobile devices within instruction	4	4%	3%
Other	1	1%	2%

12 **What are the most significant potential challenges associated with implementing a BYOT approach? (Check all that apply)**

Response	# of Responses	% of Responses	National %
Ability to provide network connectivity	46	50%	58%
Concerns over student Internet safety and district liability	61	66%	75%
Concerns over students cheating using these devices	28	30%	41%
Costs to provide network access for the devices	28	30%	36%
Dealing with a mix of different devices and apps	66	72%	66%
Determining responsibility for device theft	27	29%	43%
Digital equity accommodations for students that don't have a device	66	72%	71%
Digital equity accommodations for students that have a device with low functionality	48	52%	58%
Gaining parental support and willingness to purchase devices	41	45%	39%
Identifying educational and cost effective mobile apps	24	26%	26%
Implementing a mobile device management plan	31	34%	34%
Implementing effective responsible use policies	34	37%	32%
Keeping up with the ever changing mix of products	39	42%	45%
Managing student and parent expectations for after hours access to teachers	27	29%	31%
Network security issues	46	50%	51%
Potential for increased cyber-bullying	26	28%	41%
Training teachers on how to effectively use the devices within instruction	53	58%	58%
Other	0	0%	3%

13 **How important do you think it is for every student to be able to use a mobile device like a laptop, tablet, or Chromebook during the school day to support schoolwork?**

Response	# of Responses	% of Responses	National %
Very unimportant	9	10%	9%
Unimportant	0	0%	0%
Neither important nor unimportant	2	2%	5%
Important	32	35%	31%
Very important	48	53%	53%

14 **Some school districts and states are requiring all students to take a fully online or virtual class to graduate from high school so that they are well prepared for online learning classes in college or on the job. Do you agree with this policy?**

Response	# of Responses	% of Responses	National %
Strongly disagree	5	5%	6%
Disagree	8	9%	11%
Neither agree nor disagree	22	24%	21%
Agree	35	38%	36%
Strongly agree	20	22%	23%
This is already a requirement for our students	2	2%	3%

15 **Many states and districts are interested in online assessments. Which of these statements represents your district's current status with online assessments?**

Response	# of Responses	% of Responses	National %
All of our state assessments are online already	64	70%	26%
We piloted some online assessments last school year	15	16%	40%
We will be ready to implement online assessments this school year	5	5%	21%

	# of Responses	% of Responses	National %
We are developing a plan for online assessments	8	9%	16%
We are not planning for any online assessments this school year	0	0%	2%
Unsure of our district's status	2	2%	14%

16 **Ensuring the confidentiality and appropriate use of student data collected with technology has generated much interest and attention this year. How is your district protecting students' digitally collected data? (Check all that apply)**

Response	# of Responses	% of Responses	National %
A district staff person is responsible for data privacy and security	50	56%	53%
Hardware and software are in place to protect our network	74	83%	76%
Detailed data privacy policies and procedures are in place	42	47%	48%
There are specific district policies in place regarding mobile device access to the Internet or cloud based applications	28	31%	37%
District controls the software and mobile apps that can be downloaded and used in the classroom	41	46%	39%
Encryption of all incoming digital data (e.g. via mobile device)	8	9%	10%
Regularly clean out personal student data that is no longer needed	21	24%	18%
Educate parent community about data privacy policies and procedures	26	29%	32%
Educate teachers about data privacy policies and procedures	34	38%	43%
Ensure that students receive digital citizenship training and information about protecting their personal information online	45	51%	40%
Tell our teachers and staff not to mix personal and professional accounts and applications	33	37%	38%
Understand legal obligation under FERPA, COPPA, and HIPAA as well as any state or local requirements	54	61%	52%
Vendor agreements specifically state that all data collected is the property of the district	20	22%	21%
Monitor compliance of data privacy policies by our vendors	15	17%	19%
Require technology vendors to articulate how the data collected through their products will be stored and protected	19	21%	23%
Restrict the mining or repurposing of data by any vendor	14	16%	18%
Other	1	1%	6%

17 **Some district leaders say that a challenge to implementing more digital content and resources is insufficient Internet bandwidth speed and capacity. How would you describe your district's current Internet connectivity?**

Response	# of Responses	% of Responses	National %
We have more than enough connectivity and bandwidth to meet our needs	19	22%	16%
Our current needs are met most of the time, but once in a while we have short terms problems with slow Internet access	41	47%	40%
Our current needs are met, but I am concerned about how we are going to address increased demand by teachers and students	17	19%	21%
Current connectivity does not even meet our needs today	7	8%	15%
I am not sure	3	3%	8%
Other	1	1%	3%

18 **If you had increased Internet bandwidth, how would your district use that enhanced connectivity? (Check all that apply)**

Response	# of Responses	% of Responses	National %
Campuswide Internet access	37	43%	39%

Increased use of multi-media resources in the classroom	50	58%	66%
Increased use of streaming videos within instruction	53	62%	65%
Online access to school and student information (e.g. grades)	23	27%	23%
Improved school-home linkages	33	38%	35%
Community access to school resources	27	31%	24%
Community access to the Internet	24	28%	22%
Better utilization of online curriculum	46	53%	50%
Offer online or distance learning courses	21	24%	26%
Offer online Advanced Placement classes for students	19	22%	20%
Online teacher professional development	27	31%	35%
Online professional learning communities for staff and teachers	26	30%	29%
Dual enrollment courses with local colleges	20	23%	23%
More vocational or career technical education offerings	14	16%	17%
Other	5	6%	8%

19 **As you think about your district's readiness and capacity for implementing a new digital learning initiative (e.g. a one-to-one program or online learning) which of these are the most important to ensure success? (Check all that apply)**

Response	# of Responses	% of Responses	National %
Adequate funding for both initiative startup and ongoing support	75	84%	84%
Adequate Internet bandwidth capacity	70	79%	76%
Adequate technology infrastructure (e.g. computers, servers, network access)	74	83%	77%
Community involvement in the planning process	37	42%	29%
Digital content or curriculum that is aligned to state or local standards	61	69%	52%
Metrics for evaluating impact and success	49	55%	51%
Mobile devices for students to use	50	56%	50%
Parental support for the initiative	53	60%	51%
Plans for replicating or scaling the initiative within the district	31	35%	34%
Policies that support digital learning	46	52%	52%
Professional development for administrators on how to support the initiative	59	66%	60%
Safeguards to protect privacy and confidentiality of digital student data	44	49%	50%
Strategic plan for implementation	59	66%	53%
Teachers' buy-in	66	74%	69%
Teachers' knowledge on how to integrate technology within instruction	73	82%	76%
Teachers' skills with using technology tools	66	74%	68%
Technology support plans	51	57%	51%

20 **Besides having strong subject area knowledge (e.g. English, math, science, history) which of these college and workplace skills do you think are most important for students to learn to be successful in the future? (Check all that apply)**

Response	# of Responses	% of Responses	National %
Ability to communicate in more than one language	21	24%	34%
Effective communications through public speaking	57	64%	68%
Effective communications through writing	73	82%	82%
Ability to work with a diverse group of people	75	84%	83%
Ability to learn new skills independently	72	81%	78%
Appreciation of the arts	19	21%	28%
Awareness of global issues	48	54%	56%
Understanding of civics and community responsibilities	46	52%	55%
Financial literacy - understanding personal finances	59	66%	69%

Being creative and "thinking outside of the box"	62	70%	65%
Critical thinking and problem solving skills	77	86%	89%
Information and media literacy skills	45	51%	52%
Leadership skills	49	55%	62%
Teamwork and collaboration skills	76	85%	86%
Research skills	48	54%	59%
Technology skills	72	81%	75%
Other	1	1%	2%

21 **Imagine you are designing a dream school for 21st century learners. Which of these tools or strategies do you think holds the greatest potential for increasing student achievement and success? (Check all that apply)**

Response	# of Responses	% of Responses	National %
Internet access anywhere at school	66	73%	75%
Ability for students to use their own mobile devices at school	40	44%	51%
Mobile device accessories (e.g. attachable keyboards, covers)	21	23%	26%
School provides every student with a mobile device	50	56%	51%
Databases, digital books, animations, and videos to help students with schoolwork	61	68%	62%
Digital games or virtual simulations	32	36%	36%
Software that changes the level of difficulty and content to address student needs	59	66%	71%
"Digital backpack" that helps organize schoolwork and provides access to important information (e.g. take notes, organize, and view assignments)	47	52%	58%
Mobile apps for learning	44	49%	47%
Interactive whiteboards (e.g. Smartboard, Polyvision)	34	38%	42%
Learning management systems (e.g. Blackboard)	46	51%	48%
A handheld device for students to use to answer questions in class (e.g. clickers)	16	18%	24%
3D printer	17	19%	24%
Digital reader (e.g. Kindle, Nook)	17	19%	20%
Digital media creation tools (e.g. video, audio)	38	42%	40%
School mobile app	18	20%	24%
Online or virtual classes	47	52%	55%
Online tests and assessments	50	56%	53%
Online textbooks	47	52%	61%
Online tutors	42	47%	50%
Social media tools for students to connect and work with others (e.g. blogs, wikis, social networking sites)	31	34%	39%
Text messaging	18	20%	21%
Google hangouts or other online group messaging in class	34	38%	36%
Other	2	2%	3%

23 **Gender**

Response	# of Responses	% of Responses	National %
Female	45	50%	64%
Male	45	50%	36%

24 **At the end of this school year, how many years of leadership/administrative experience will you have?**

Response	# of Responses	% of Responses	National %
This is my first year	2	2%	5%
1 to 3	7	8%	10%
4 to 10	25	28%	28%
11 to 15	18	20%	17%
16+	38	42%	40%

25 Race or Cultural Identity

Response	# of Responses	% of Responses	National %
American Indian/Alaskan Native	0	0%	2%
Asian	0	0%	1%
Black/African-American	4	4%	5%
Caucasian/White (non-Hispanic)	79	88%	79%
Hispanic/Latino	3	3%	7%
Native Hawaiian/Other Pacific Islander	0	0%	0%
Decline to state	3	3%	7%
Other	1	1%	1%

26 Highest level of educational attainment

Response	# of Responses	% of Responses	National %
Bachelor's degree	9	10%	8%
Master's degree in education	27	30%	48%
Master's degree other than education	13	14%	15%
Doctorate degree (Ed.D., Ph.D.)	25	28%	19%
Other	16	18%	9%

27 Are you a member of any of these education professional associations or their state affiliates? (Check all that apply)

Response	# of Responses	% of Responses	National %
AASA	18	21%	14%
ASCD	30	34%	31%
CoSN	8	9%	6%
Digital Promise	2	2%	2%
ISTE	10	11%	15%
PDK International	7	8%	6%
None of the above	39	45%	51%